

National Standards of Practice for Entrepreneurship Education



Facilitate student motivation
Enhance opportunities for work and life
Increase invention and innovation
Strengthen economies

“Effective entrepreneurship education prepares people to be responsible, enterprising individuals who become entrepreneurs or entrepreneurial thinkers and contribute to economic development and sustainable communities.”

Entrepreneurship education goes beyond business ownership. Entrepreneurship education benefits everyone by fostering a fundamental understanding of business, free market economies, and the skills and confidence needed for personal and community success.

Entrepreneurial thinkers make better employees; they make better government workers, better public representatives, better leaders, and, of course, better business owners.

The National Standards of Practice are intended to provide encouragement and ideas to facilitate entrepreneurship education and the structure to assure a consistent and high-quality result. The **National Standards of Practice** complement the **National Content Standards** for Entrepreneurship Education, which provide additional detail with performance indicators.

What is Entrepreneurship?

Entrepreneurship is the ability to create and build something from practically nothing.

- It is initiating, doing, achieving and building an enterprise or organization, rather than just watching, analyzing, or describing one.
- It is the knack for sensing an opportunity where others see chaos, contradiction and confusion.
- It is the ability to build a “founding team” to complement your own skills and talents.
- It is the know-how to find, marshal and control resources (often owned by others) and to make sure you don’t run out of money when you need it most.
- Finally, it is the willingness to take calculated risks, both personal and financial, and then do everything possible to get the odds in your favor.

*Definition courtesy of
Jeffrey Timmons, Babson College*

Why is Entrepreneurship Education Important?

Entrepreneurship is a key driver of our economy. Wealth and a high majority of jobs are created by small businesses started by entrepreneurially minded individuals, many of whom go on to create big businesses. People exposed to entrepreneurship frequently express that they have more opportunity to exercise creative freedoms, higher self-esteem, and an overall greater sense of control over their own lives. As a result, many experienced businesspeople, political leaders, economists, and educators believe that fostering a robust entrepreneurial culture will maximize individual and collective economic and social success on a local, national, and global scale.

The **National Federation of Independent Business** states: “Publicly recognizing the critical role played in our country by today’s entrepreneurs helps to encourage others to join their ranks in the future. The economic strength of the U.S. will benefit greatly as a result.”

The **Partnership for 21st Century Skills** advocates Entrepreneurship K-12 as a content area: “Developing entrepreneurial skills to enhance workplace productivity and career options.”

Outcomes

from Encouraging Entrepreneurship



THE BIG PICTURE

Entrepreneurship education is a lifelong learning process that takes many different forms at all levels of education and training. It delivers positive outcomes at all levels, with the common outcome being experience that develops expertise for entrepreneurial success.

Positive Outcomes for All Students

- Increased sense of “locus of control”
- Greater awareness of personal talents and skills
- Improved school attendance
- Higher academic achievement
- Apply enhanced creativity skills in business situations
- Enhanced business opportunity recognition skills
- Handle business situations ethically
- Use problem solving skills effectively
- Understand steps essential in business startup
- Enhanced awareness of career and entrepreneurial options
- Use strategies for idea generation and assessment of feasibility of ideas
- Understanding of basic free market economy
- Enhanced basic financial concepts
- Increased awareness of the entrepreneur’s role in the economy
- Expanded awareness of social responsibility & entrepreneurs contribution to society
- Greater likelihood of graduating to next education level

Positive Outcomes for Post Secondary and Adult

- Enhanced personal and career goals and attitudes
- Improved self-management skills because of focus on personal responsibility
- Enhanced ability to pursue additional training or access other resources and services
- Improved problem identification and solving skills for business operations issues
- Enhanced self-worth through understanding of personal capabilities
- Enhanced reliance on teamwork as focus to solve realistic and complicated problems
- Ability to pursue entrepreneurship as a means of making a living
- Improved business startup planning and management skills
- Ability to follow a business plan to achieve business goals
- Demonstrate business management/operation skills to maintain business longevity
- Demonstrate financial management and application of basic accounting principles
- Rethinking of business closings as an exit strategy versus failure
- Transfer of learning from academic concepts to real situations in life
- Enhanced self-awareness and motivation as focus on personal goals are stressed
- Improved interpersonal communications to focus business messages
- Engage in ethical business applications/practices

Positive Outcomes for Elementary School

- Improved focus on personal goals
- Fewer school discipline referrals
- Improved economic literacy
- Become more educated, empowered consumers

Positive Outcomes for Middle School

- Improved basic academic skills - 4 Rs
- Increased self-esteem and respect for others
- Fewer school discipline referrals
- Increased workplace literacy awareness
- Become more educated, empowered consumers
- Enhanced personal development by focusing on risk-taking and learning from failure
- Improved ability to identify and recognize business opportunities
- Improved understanding of free markets and opportunity cost
- Understand the entrepreneurship business planning process
- Learn how to earn money and make it work for oneself
- Embrace diversity through enhanced socialization skills
- Improved conflict resolution, negotiation, sales, marketing, and persuasion skills
- Motivated not to drop out – advance to high school

Positive Outcomes for High School

- Fewer school discipline referrals
- Ability to use communication and planning skills to write business plans
- Apply free market economic principles in personal life
- Decrease in substance abuse
- Use math and communications skills in real-world applications
- Apply computer skills in business applications
- Continue to focus and review individual entrepreneurial interests
- Enhance application of technical skills in entrepreneurial contexts
- Apply basic marketing skills easily in business situations
- Translate problems into acceptable opportunities
- Manage risk so that challenges are acceptable
- Identify legitimate sources of capital for advancing their dreams
- Evaluate ownership structures for businesses effectively
- Apply principles of human relations management
- Use communication skills to speak the “language” of business and entrepreneurship
- Motivated not to drop out – complete high school
- Encourage others to gain competence to achieve personal goals

Concepts

that Facilitate Entrepreneurial Thinking



THE BIG PICTURE

- Allow students to recognize opportunities to create and build something from practically nothing.
- Enable students to realize that they have self-employment options as well as those involving working for others.
- Encourage big dreams, build skills, and enable students to catch the vision, see the opportunity, and create a way to use their talents and skills.

COMPREHENSIVE CURRICULUM DELIVERY

Provide a curriculum that is organized around the five entrepreneurial processes: Discovery, Concept Development, Resourcing, Actualization, and Harvesting. Offer sufficient depth to ensure successful entrepreneurial performance as identified in the National Content Standards for Entrepreneurship Education.

BASIC ACADEMIC SKILLS

Use entrepreneurship as the real-world context to demonstrate the importance of academic skills, including math, science, communications, digital skills, technology, geography, history, and more.

ECONOMIC CONCEPTS

Portray, in a realistic way, the relationship between risk and reward in the entrepreneurial process as it operates in the free-enterprise system. Provide opportunities to understand basic economic concepts such as savings, interest, supply and demand, and more.

PERSONAL INTEREST AND INVESTMENT

Provide opportunities for students to start and operate enterprises of an appropriate size and scope, in which they are personally invested, and in a manner that is significant to them.

RISK MANAGEMENT

Reinforce the concept that successful entrepreneurs take calculated risks based on sound research and relevant information, including economic analysis.

BUSINESS PLANNING

Require students to develop a comprehensive business plan that addresses its financial, marketing, and operational aspects.

CAREER GUIDANCE

Generate an understanding of the many career fields that offer entrepreneurial opportunities. Opportunities abound for entrepreneurial thinkers in all sectors and industries, whether starting or managing a business, or as employees offering new ideas and approaches.

ETHICAL BEHAVIOR

Emphasize the need to operate enterprises and organizations in a legal, ethical, and socially and environmentally responsible manner.

ENTREPRENEURSHIP AS AN ECONOMIC FORCE

Demonstrate the place for entrepreneurship in school-to-career transition, community service, and economic development strategies, as students become involved in for-profit, not-for-profit, and public sectors of the economy.



Methods

for Delivering Entrepreneurship Education



THE BIG PICTURE

- Instructors should act as facilitators and coaches, rather than providers of knowledge.
- Apply experiential and problem-based learning approaches.
- Use diverse strategies that encourage the entrepreneurial spirit to emerge.

FACILITATING AND COACHING

Instructors should position themselves, not as the providers of knowledge, but as facilitators of learning, whose role is to build knowledge in their students; facilitate the discovery process and provide coaching to guide students to solutions; and allow them to choose their own paths and to learn from their own mistakes and successes.

EXPERIENTIAL LEARNING

Entrepreneurs are not born; rather, they become through the experiences of their lives. Provide hands-on learning opportunities where students actively learn by doing. Personalize the learning experience for each student whenever possible to build emotional equity in the learning process and ownership of the outcome.

PROBLEM-BASED LEARNING

Entrepreneurial thinkers are good problem-solvers. Curriculum should provide the opportunity to tackle both simple and complex problems. Activities should include challenges with and without clear solutions.

STUDENTS AS LEADERS

Wherever possible, students should be provided the responsibility to lead their own inquiry-based learning opportunities. Such student-directed activities may include planning, creating, and operating businesses, field trips, negotiation exercises, and group problem-solving.

PEOPLE IN THE COMMUNITY

Involve individuals from the surrounding community to serve as guest speakers, mentors, advisors, and role models.

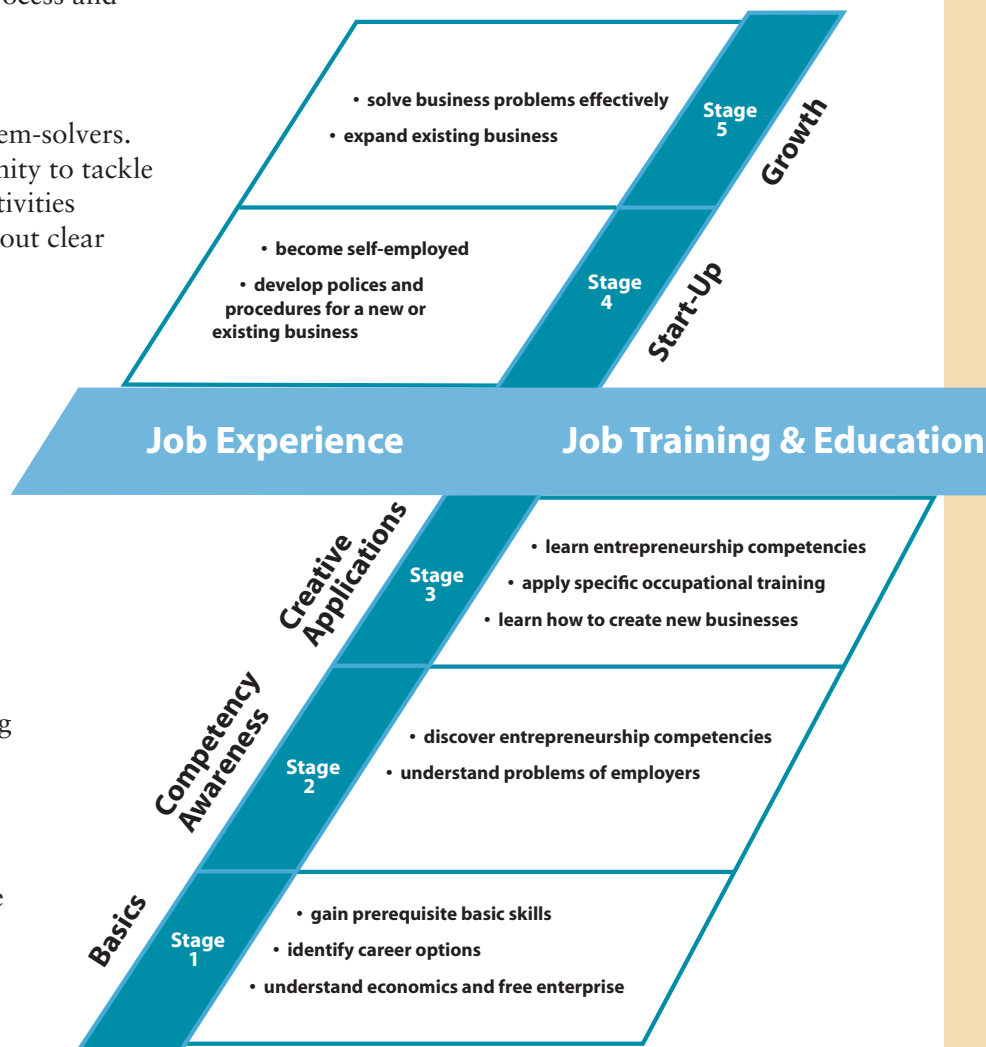
VARIETY OF METHODS

Use a variety of methods to facilitate the learning process with a focus on higher-level learning, including books, courses, seminars, research, group learning,

role-playing, guest speakers, mentors, advisors, role models, field trips, computer-based training, and more.

LIFELONG LEARNING MODEL FOR ENTREPRENEURSHIP EDUCATION

Entrepreneurship is a lifelong learning process that has at least five distinct stages of development, as outlined in the chart below. Entrepreneurial skills can be fostered throughout all levels of education from elementary to adult. Learning outcomes are adjusted for each level as students mature and build on previous knowledge.



Accountability

Encourages Success



THE BIG PICTURE

- Align entrepreneurship education efforts with the objectives of your organization and focus on providing positive benefits for all stakeholders.
- Use qualified personnel within a supportive and rewarding environment.
- Apply quality standards, frequent evaluation, and continuous improvement.

ORGANIZATION VISION, MISSION, AND GOALS

Entrepreneurship education can be implemented in all types of organizations, from public schools, community-based organizations, economic development incubators, community colleges, universities, and more. Seek to align entrepreneurship education efforts with your organization's underlying values and direction.

QUALIFIED PERSONNEL IN A SUPPORTIVE ENVIRONMENT

Ensure that individuals designing and delivering entrepreneurship education programs are appropriately qualified with sufficient credentials and/or experience. Support them with the resources, training, guidance, and encouragement needed to maximize success.

QUALITY STANDARDS

Align with available content standards to provide a curriculum framework that is both thorough and focuses on the right learning outcomes.

POSITIVE BENEFITS

Establish measurable outcomes that focus on providing value for all stakeholders.

CONTINUOUS IMPROVEMENT

Document, reflect, measure, and evaluate programs and learning outcomes. Practice continuous improvement and frequently measure results and impact.

DIVERSITY IN PROGRAM LEADERSHIP

Seek to include people of all backgrounds in the program, as instructors, leaders, and mentors to enhance and expand program design and delivery.

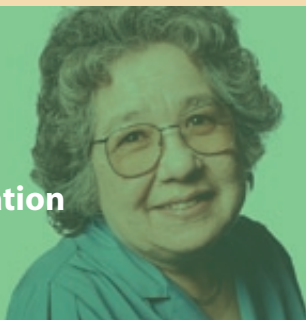
SOCIAL ENTREPRENEURSHIP

Be the model of responsible entrepreneurship that you wish to instill in students, by acting ethically as an initiator of change within your institution or community.



Resources

for Delivering Entrepreneurship Education



THE BIG PICTURE

- Apply the National Content Standards for Entrepreneurship Education.
- Use the Consortium website to find up-to-date information, resources, and training.
- Connect with Entrepreneurship Education leaders in your region, nationally, and internationally.

NATIONAL CONTENT STANDARDS FOR ENTREPRENEURSHIP EDUCATION

In 2005, the first-ever National Content Standards for Entrepreneurship Education were launched by the Consortium for Entrepreneurship Education.

This unique definition of the field of entrepreneurship education as a whole was the result of asking entrepreneurs what they do and what one needs to know to do it. The resulting 403 performance indicators and benchmarks are available to help guide educators in building a curriculum.

The Content Standards apply for all grades and all ages. This includes elementary school — where entrepreneurial thinking is encouraged through creative thinking activities and where the concept of business ownership is applied within the context of academic skills — and university and adult levels, where problem-solving and higher order activities are practiced by those studying business or already in business. Quality entrepreneurship programs will use Content Standards as a foundation. Review additional details on the next page and visit the Consortium website to access the free toolkit today!

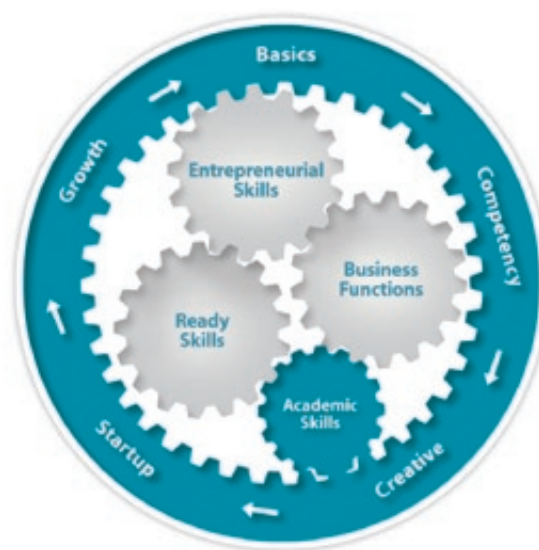
WEBSITE – www.entre-ed.org

Visit the Consortium website to find up-to-date information, resources, curriculum samples, and training opportunities. The website is freely available and provides the ideal starting point for those interested in entrepreneurship education.

SUPPORT INITIATIVES FOR ENTREPRENEURSHIP EDUCATION

Under the leadership of the Consortium for Entrepreneurship Education, members and associates can participate in a number of support initiatives, including:

- Building support for a National Entrepreneurship Week that will help Americans focus on entrepreneurs and entrepreneurship education as resources critical to the economy of the future.
- The annual Entrepreneurship Education Forum that features presentations and workshops on innovative entrepreneurship programs, resource exhibits, and networking opportunities.
- Online training seminars for teachers on a variety of entrepreneurship education-related topics. Opportunities for teachers to obtain funding grants to build new and innovative teaching strategies, resources, and programs.



Consortium for Entrepreneurship Education

The Consortium for Entrepreneurship Education is recognized as the national leader in advocating entrepreneurship education as a lifelong learning process. The Consortium champions entrepreneurship education and provides advocacy, leadership, networking, technical assistance, and resources across all levels and disciplines of education, promoting quality practices and programs.

The Consortium is a national membership organization for leaders advocating entrepreneurship education, composed of national, state, and local education agencies and organizations.

Membership is available for all – contact us for details.



Consortium for Entrepreneurship Education

About

The **Consortium for Entrepreneurship**

Education is a non-profit (501 C-3) corporation including over 80 organizations at local, state and national levels that champion entrepreneurship education as a lifelong learning process throughout America.

The Consortium has a variety of member organizations, all of which provide leadership in diverse settings, including those who design curriculum and establish education policy at the state level, teachers/leaders in the K-12 educational system, community/technical colleges and universities, community based organizations that provide economic development opportunities through preparing entrepreneurs, and foundations focused on improving education through entrepreneurship.

www.entre-ed.org

Join us!

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National Content Standards for Entrepreneurship Education

There are fifteen major standards, which are divided into the following three major sections:

ENTREPRENEURIAL SKILLS

The unique traits, behaviors and processes that differentiate an entrepreneur from an employee or manager.

READY SKILLS

The business, or entrepreneurial, knowledge and skills that are prerequisites or co-requisites for the study of entrepreneurship.

BUSINESS FUNCTIONS

The business activities performed in starting and running a business.

ENTREPRENEURS TELL US THAT the Entrepreneur Skills build upon both the Ready Skills and the Business Functions. The Entrepreneur Skills include the process, traits and behaviors applicable to new ventures and ongoing ventures that create, drive, and change economic activity - new markets, new products, new businesses, and more. These non-sequential, often overlapping, stages of the entrepreneurial process are:

DISCOVERY

Where the entrepreneur generates ideas, recognizes opportunities, and determines the feasibility of ideas, markets, ventures, etc.

CONCEPT DEVELOPMENT

Where the entrepreneur plans the venture, identifies needed resources using a business plan, identifies strategies to protect intellectual property, etc.

RESOURCING

Where the entrepreneur identifies and acquires the financial, human, and capital resources needed for the venture startup, etc.

ACTUALIZATION

Where the entrepreneur operates the venture and utilizes resources to achieve its goals and objectives.

HARVESTING

Where the entrepreneur decides on the venture's future (growth, development, demise).